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A2  
information known about the user (e.g., stored in the user database). Examples of implicit membership communities include domain-based communities such as *Microsoft.com Users* and geographic region based communities such as *New Orleans Area Residents*; memberships to these two types of communities may be determined from user email addresses and shipping addresses, respectively.--

**Please replace the paragraph beginning at page 15, line 12, with the following:**

A3  
--Figure 5 illustrates a set of Web site system components that may be used to implement the above-described features. The Web site system includes a Web server 76 which accesses a database 78 of HTML (Hypertext Markup Language) and related content. The HTML database 78 contains, among other things, the basic HTML documents used to generate the personalized sign-up, community bestsellers, and product detail pages of Figures 1-3. The Web server 76 accesses service code 80, which in-turn accesses a user database 82, a community database 84, a bibliographic database of product data (not shown), and a database or other repository of community data 86. The various databases are shown separately in Figure 5 for purposes of illustration, but may in practice be combined within one or more larger database systems. The service code 80 and other executable components may, for example, run on one or more Unix or Windows NT based servers and/or workstations.--

**Please replace the paragraph beginning at page 20, line 23 with the following:**

A4  
--The next step 124 involves generating the bestseller lists for each of the selected communities. This process is illustrated by Figure 7B and is described below. In step 126, the process identifies any communities that are related to the user's base communities, so that these related communities can be displayed within or at the top of the drop-down list 50 (Figure 2). Any composite community which includes one of the user's base communities may automatically be included in this list. In addition, information stored in the community database 84 may be used to identify related base communities. In other implementations, this step 126 may be omitted. Finally, in step 128, the bestseller lists and the list of related communities are incorporated into the community bestsellers page.--